

Vision Statement Development

CPCAC Review – May 23, 2012



Overview

1. Overview: Community Forum #1 Results
2. What is a Vision Statement?
3. Why does the Plan need one?
4. How is it written?
5. Draft Vision Statement: Lafayette 2035
6. Discussion
7. Next Steps

LAFAYETTE
Comprehensive Plan

Community Forum #1

- 6 Community Forums
- 29+ Meetings in a Box
- Over 1,065 total participants



Community Forum #1

Meetings in a Box:

- Fenstermaker
- the705
- Adult French meeting at Vermilionville
- Annie Perret, Host
- Greater Southwest Louisiana Black Chamber of Commerce
- Bridge Ministry of Acadiana
- Greater Lafayette Chamber of Commerce
- Coldwell Banker Pelican Real Estate
- CPCAC
- Debbie Dixey, Host
- Holden Heights
- La Place Coterie
- Leadership Lafayette
- LPSS Visual and Talented Art Teachers
- Nancy Gomez, host
- Northwood United Methodist
- Realtor Association of Acadiana
- Sierra Club
- St. Barnabas Episcopal Church
- Sue Sewall, Host
- Tea Party
- The Unitarian Universalist Fellowship
- Traffic and Transportation Dept., LCG
- Trees Acadiana
- United Way of Acadiana
- Upper Lafayette Economic Development Foundation
- Young French Professionals
- Youth Advisory Council

Recap: Purpose of the Forums

- Coming up with shared ideas for the future of Lafayette Parish
- Promoting community dialogue – particularly among individuals or groups that may not often interact or have an opportunity to participate
- Creating public awareness of and engagement in the planning process



Process Results



All Comments	Summarizations	Priorities (# of Votes)
Mixed neighborhoods	Friendliness / family values	9
arts and culture (youth embracing it)	Food / diverse restaurants	8
Entertainment	Arts and culture / festivals (youth involved)	8
Food / diverse restaurants		
Friendliness		
Multi-lingual		
Family Values		
Many opportunities to work / individual expression (entrepreneurial spirit)		
Natural beauty		
Cultural diversity (people)		
Worldly		
Strong cultural aspect		
French heritage		
recreational opportunities (sporting, outdoors, parks)		
Festivals		

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Entrepreneurship

Sample Results

Community Forum Example:

Holy Rosary - Group 6

STRENGTHS - All Comments	STRENGTHS - Summarizations	Top 3 Priorities (# of Votes)
<ul style="list-style-type: none"> ULL Arts / Entertainment / Culture / Top-Notch Music (multi-cultural, events, festivals, unique culture) Bus System Downtown is not eye catching Emergency Services (Increased from 5 -30% in 8-9 yr period, life-saving defibrillators) City in the Country Entrepreneurial Low Crime Top Quality Entertainment / UL Open Events, Culture Road System is good Diversity Resilient 	<ul style="list-style-type: none"> Medical facilities University of Louisiana at Lafayette Arts / Entertainment / Culture (multi-cultural, music, events, festivals) 	<ul style="list-style-type: none"> 8 7 7

Sample Results

Meeting in a Box Example:

LPSS Visual and Talented Art Teachers - Group 2

STRENGTHS - All Comments	STRENGTHS - Priorities	WEAKNESSES - All Comments	WEAKNESSES - Priorities
<ul style="list-style-type: none"> University Access to business Growth potential/collaborations Culture Potential with open space Museum district - downtown 	<ul style="list-style-type: none"> Culture - arts, french, festivals, cuisine, etc. University Growth potential, collaborations 	<ul style="list-style-type: none"> Lack of cultural diversity Lack of complete streets Morale in schools/lack of respect for institutions Blighted neighborhoods Lack of parks/access to parks Lack of funding solutions, low tax revenues Mistrust in government / government corruption Alcohol part of culture 	<ul style="list-style-type: none"> Lack of funding solutions, tax revenues Lack of complete streets Lack of morale in schools

Sample Results

Meeting in a Box Example:

LPSS Visual and Talented Art Teachers - Group 2

OPPORTUNITIES - All Comments	OPPORTUNITIES - Priorities
<ul style="list-style-type: none"> Unique thriving culture Preservation/encouragement of natural environment Superintendents plan for the whole child Good location ULL - expertise applied to solve problems Airport – improve New creative businesses Cultural and ethnic diversity 	<ul style="list-style-type: none"> Unique, thriving culture - musical exports Preservation, built and natural environment Using the University to solve problems
THREATS - All Comments	THREATS - Priorities
<ul style="list-style-type: none"> Poor planning (traffic congestion) Socioeconomic stratification Jobs/lack of diversified economy Privatization of education Ecological awareness State cuts to funding 	<ul style="list-style-type: none"> Poor planning/development Privatization of education Ecological awareness

Processing the Results

- Results grouped into common strengths, weaknesses, threats, and opportunities
- Ordered by how often ideas came up and how they were prioritized



Results – Summary Strengths

SUMMARY - Community Strengths	Rank
Cultural attributes, big city amenities, small town feel, festivals, food, arts, Cajun influence, heritage, 'joie de vivre', tourism	1
People: community oriented, friendly, open minded, positive, progressive, 'can-do' spirit, entrepreneurial people, willingness to be involved and help, Southern hospitality	2
University of Louisiana at Lafayette: collaborations with business community, brings diversity and economic power to area	3
Economic base, economic diversity, oil and energy industry, health industry, agriculture base	4
Natural environment and recreation, natural beauty, Horse Farm, natural resources (bayous, ecosystems)	5
Small business support and entrepreneurial support/spirit	6
High economic growth area and entrepreneurship, technological innovations (fiber)	7
Family-friendly, family wellness - social services, elementary education, well educated population, family values, low crime	8
Accessibility, geographic location, retail and transportation hub for region, convenient	9
Affordability, variety of neighborhood types, choices	10

Results – Summary Weaknesses

SUMMARY - Community Weaknesses	Rank
Transportation infrastructure: traffic, poor road conditions, lack of public transportation, bike lanes, pedestrian access, lack of Interstate loop around City	1
Poor public schools, no revenue sources, buildings in bad shape	2
Apathy, ignorance, unwillingness to accept new ideas and change, overall lack of public engagement	3
Political in-fighting, no coordination, lack of transparency and accountability, 'old boys club,' red tape	4
Sprawl, no land use/zoning controls, new development without services in outlying areas, uneven development patterns from North to South side of town	5
North/South division along socioeconomic lines, inequality, racial disparities, isolated poverty	6
Lack of parks, bike trails, recreation activities	7
Lack of regional cooperation, lack of true government consolidation	8
Lack of respect for environment, litter, sedimentation of bayous	9
City aesthetics: lack of identity and identifiable core, Johnston Street - visual noise, blight and urban decay, no gateways, too many big boxes	10

Results – Summary Threats

SUMMARY - Community Threats	Rank
• Lack of diverse economic base, out-migration, maintaining current economic base, Maintain local business/identity, dependence on oil economy	1
• Urban growth issues (sprawl), transportation – traffic, lack of multi-modal options, poor planning overall, lack of urban growth boundary, increase in urban blight	2
• Overall condition of public school system, declining trends and lack of improvement	3
• Community apathy, complacency, failure to act, fragmentation, insular attitudes, low expectations	4
• Lack of integration/ government consolidation, political infighting, lack of unified political leadership, Managing government finances, no support for taxes	5
• Climate preparedness, environmental decline, abuse of natural resources	6
• Lack of funding/revenue sources, state umbrella over region is inadequate (pay more into system than receive back)	7
• Demographic trends: brain drain / out-migration while aging of population, lack of ability to create skilled workforce, lack of economic opportunity	8
• No vision or consensus: public input ignored, self interested factions, politicians don't listen to community	9
• Polarization of community, social and political change/upheaval	10

Results – Summary Opportunities

SUMMARY - Community Opportunities	Rank
• Build off existing cultural attributes, nurture current assets, and create new entertainment industries to make Lafayette more of a destination, increase tourism	1
• Increase University partnerships with business community and schools – apprenticeships, radical partnerships and collaboration	2
• Support current economic base but diversify, explore new industries, green energy, invest in innovation, parish-wide telecommunications, expand fiber	3
• Renew and redevelop urban core, build off cultural assets in downtown to create tourist hub, market nationally, infill development, curb sprawl	4
• Improve education: K-12, new direction	5
• Build off highly educated workforce, encourage knowledge sharing among community	6
• Regional cooperation, use Plan to bring people together and implement ideas, coordinated City-Parish efforts through land use/zoning and recreation	7
• Capitalize on community involvement, spirit, increase awareness of community programs, increase collaboration	8
• Preserve existing open space and develop Vermilion River for recreation opportunities	9
• Improve property upkeep and overall aesthetics along transportation corridors, I-49/I-10 frontage roads and still focus on efficiency	10

Less Frequent (but still important) Ideas

- Improve communication with Hispanic community
- Adult education, job training
- Increase safety, better police presence
- Bi-lingual (French) business resources and services
- Less government, fiscally responsible government

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Louisiana's Future

What is a Vision Statement?

- An expression of the community's collective values and aspirations expressed by citizens.
- A detailed description of what the community wants to become in the future – an image of the desired "end-state" character of Lafayette in 20 years.
- The destination for the Comprehensive Plan- the Vision Statement sets the stage for defining (through the Plan) "how we get there."

Why is a Vision Statement needed?

It frames and sets direction for the Comprehensive Plan – all aspects of the plan are from now on measured against the Vision:

- Where are we now? (*Existing Conditions*)
- Where are we headed? (*Trend Scenario*)
- Do we need to make course corrections to realize our vision? If yes, what are the possible paths we can take? (*Alternative Scenarios*)
- Which of these directions is right for us? What are we prepared to do? (*Preferred Scenario/Policy Framework*)
- How do we get there? (*Implementation/Action Plan*)

Attributes of the Vision Statement

- Succinct (easy to communicate, easy to remember)
- Clear (uses plain language)
- Future focused (written from the desired end-state's point of view)
- Both comprehensive *and* specific
- Both abstract *and* challenging
- Emphasizes:
 - Fundamental values
 - A collective identity
 - The community's uniqueness

Next Steps

1. Initial CPCAC comments to LCG in writing (email)
2. Additional CPCAC meeting(s), if necessary, to reach consensus on/endorse Vision Statement for public review
3. June 30 – Open House to unveil Vision Statement
4. Public review and input (2-3 week period)
5. Final revisions and review/endorsement by Planning Commission and Council